

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Total	Country of Residence																	Region			
	Algeria	Bahrain	Egypt	Iraq	Jordan	Kuwait	Lebanon	Libya	Morocco	Oman	Palestine	Qatar	KSA	Syria	Tunisia	UAE	Yemen	GCC	Levant	North Africa (excluding Egypt)	Egypt
2586																		1317	538	176	555
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Base: All

[SMG1] Which of the following sports do you follow on TV or in the media on a regular basis (during the season for that sport)? (Please select all that apply)

- Football (soccer) 58
- Swimming 17
- Martial Arts / wrestling 15
- Motorsports 15
- Basketball
- Athletics
- Volleyball
- Tennis
- Horse racing
- Boxing
- Skiing / snowboarding
- Watersports
- Snooker / pool
- Cycling
- Extreme sports
- Sailing
- Camel racing
- Golf
- Powerboating
- American football
- Baseball
- Cricket
- Polo
- Rugby Union
- Rugby League
- Do not regularly follow any of these sports

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Gender		Age Groups					Income Groups					Religion		
	Male	Female	18 to 24	25 to 29	30 to 34	35 to 39	40+	Less than \$266	\$266 to \$532	\$533 to \$1,065	\$1,066 to \$2,665	\$2,666+	Prefer not to say/Don't know	Islam	Other
2586	1661	925	576	741	575	272	422	453	502	466	391	296	478	2278	90
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG1] Which of the following sports do you follow on TV or in the media on a regular basis (during the season for that sport)? (Please select all that apply)

- Football (soccer) 58
- Swimming 17
- Martial Arts / wrestling 15
- Motorsports 15
- Basketball
- Athletics
- Volleyball
- Tennis
- Horse racing
- Boxing
- Skiing / snowboarding
- Watersports
- Snooker / pool
- Cycling
- Extreme sports
- Sailing
- Camel racing
- Golf
- Powerboating
- American football
- Baseball
- Cricket
- Polo
- Rugby Union
- Rugby League
- Do not regularly follow any of these sports

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Total	Country of Residence																	Region			
	Algeria	Bahrain	Egypt	Iraq	Jordan	Kuwait	Lebanon	Libya	Morocco	Oman	Palestine	Qatar	KSA	Syria	Tunisia	UAE	Yemen	GCC	Levant	North Africa (excluding Egypt)	Egypt
2586																		1317	538	176	555
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Base: All

[SMG2] And which sports do you personally participate in on a regular basis? (Please select all that apply)

Football (soccer)	27
Swimming	10
Basketball	
Volleyball	
Martial Arts / wrestling	
Snooker / pool	
Athletics	
Tennis	
Motorsports	
Cycling	
Horse racing	
Boxing	
Watersports	
Skiing / snowboarding	
Sailing	
Extreme sports	
Camel racing	
Powerboating	
Golf	
American football	
Rugby Union	
Cricket	
Baseball	
Rugby League	
Polo	
Do not regularly participate in any of these sports	

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Gender		Age Groups					Income Groups					Religion		
	Male	Female	18 to 24	25 to 29	30 to 34	35 to 39	40+	Less than \$266	\$266 to \$532	\$533 to \$1,065	\$1,066 to \$2,665	\$2,666+	Prefer not to say/Don't know	Islam	Other
2586	1661	925	576	741	575	272	422	453	502	466	391	296	478	2278	90
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG2] And which sports do you personally participate in on a regular basis? (Please select all that apply)

- Football (soccer) 27
- Swimming 10
- Basketball
- Volleyball
- Martial Arts / wrestling
- Snooker / pool
- Athletics
- Tennis
- Motorsports
- Cycling
- Horse racing
- Boxing
- Watersports
- Skiing / snowboarding
- Sailing
- Extreme sports
- Camel racing
- Powerboating
- Golf
- American football
- Rugby Union
- Cricket
- Baseball
- Rugby League
- Polo
- Do not regularly participate in any of these sports

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Country of Residence																	Region			
	Algeria	Bahrain	Egypt	Iraq	Jordan	Kuwait	Lebanon	Libya	Morocco	Oman	Palestine	Qatar	KSA	Syria	Tunisia	UAE	Yemen	GCC	Levant	North Africa (excluding Egypt)	Egypt
2586																		1317	538	176	555
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG3] Which of the following football events or competitions do you follow on a regular basis (during the event/competition)?

FIFA Football World Cup	55
A football league from your home country	27
Spanish La Liga	26
UEFA Champions League	25
UEFA European Football Championship	
AFC Asian Cup	
Gulf Cup of Nations	
A football league in your country of residence	
English Premier League	16
Arab Champions League	14
UEFA Europa League	13
Italian Serie A	
German Bundesliga	
French LFP Ligue 1	
Scottish Premier League	
None of the above	

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Gender		Age Groups					Income Groups					Religion		
	Male	Female	18 to 24	25 to 29	30 to 34	35 to 39	40+	Less than \$266	\$266 to \$532	\$533 to \$1,065	\$1,066 to \$2,665	\$2,666+	Prefer not to say/Don't know	Islam	Other
2586	1661	925	576	741	575	272	422	453	502	466	391	296	478	2278	90
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG3] Which of the following football events or competitions do you follow on a regular basis (during the event/competition)?

FIFA Football World Cup	55
A football league from your home country	27
Spanish La Liga	26
UEFA Champions League	25
UEFA European Football Championship	
AFC Asian Cup	
Gulf Cup of Nations	
A football league in your country of residence	
English Premier League	16
Arab Champions League	14
UEFA Europa League	13
Italian Serie A	
German Bundesliga	
French LFP Ligue 1	
Scottish Premier League	
None of the above	

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: Those who follow the English Premier League

Total	Country of Residence																	Region			
	Algeria	Bahrain	Egypt	Iraq	Jordan	Kuwait	Lebanon	Libya	Morocco	Oman	Palestine	Qatar	KSA	Syria	Tunisia	UAE	Yemen	GCC	Levant	North Africa (excluding Egypt)	Egypt
423																		175	75	47	126
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG4e] You mentioned that you regularly follow the English Premier League. Which Premiership team, if any, do you follow on a regular basis?

Manchester United	73	71	72	68	77
Arsenal	65	63	59	77	68
Chelsea	61	62	51	70	61
Liverpool	39	38	41	38	41
Manchester City	26	30	29	28	20
Tottenham Hotspur					
Sunderland					
Newcastle United					
Fulham					
Everton					
Wigan Athletic					
Birmingham City					
Blackburn Rovers					
Aston Villa					
West Ham United					
Blackpool					
Wolverhampton Wanderers					
Bolton Wanderers					
Stoke City					
West Bromwich Albion					
None of these ' neutral					

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: Those who follow the English Premier League

Total	Gender		Age Groups					Income Groups					Religion		
	Male	Female	18 to 24	25 to 29	30 to 34	35 to 39	40+	Less than \$266	\$266 to \$532	\$533 to \$1,065	\$1,066 to \$2,665	\$2,666+	Prefer not to say/Don't know	Islam	Other
423	384	39	102	139	87	32	63	83	83	83	67	53	54	373	14
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG4e] You mentioned that you regularly follow the English Premier League. Which Premiership team, if any, do you follow on a regular basis?

Manchester United	73
Arsenal	65
Chelsea	61
Liverpool	39
Manchester City	26
Tottenham Hotspur	
Sunderland	
Newcastle United	
Fulham	
Everton	
Wigan Athletic	
Birmingham City	
Blackburn Rovers	
Aston Villa	
West Ham United	
Blackpool	
Wolverhampton Wanderers	
Bolton Wanderers	
Stoke City	
West Bromwich Albion	
None of these ' neutral	

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Country of Residence																	Region			
	Algeria	Bahrain	Egypt	Iraq	Jordan	Kuwait	Lebanon	Libya	Morocco	Oman	Palestine	Qatar	KSA	Syria	Tunisia	UAE	Yemen	GCC	Levant	North Africa (excluding Egypt)	Egypt
2586																		1317	538	176	555
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG5] And which of these ball sports events or competitions do you follow on a regular basis (during the event/competition)?

Tennis: Grand Slam tournaments (Wimbledon / Australian Open / French Open / US Open)	11	29
Basketball: NBA	7	
Basketball: FIBA World Championship	5	
Tennis: ATP World Tour Masters 1000		16
Volleyball: FIVB World League		
American Football: NFL		
Rugby Union: World Cup		
Cricket: World cup		
Golf: Major championships (Masters / US Open / The Open Championship / PGA Championship)		
American Football: Super Bowl		
Rugby League: World Cup		
Rugby Union: Six Nations		
Baseball: Major League Baseball		
Baseball: World series		
Cricket: Test cricket		
None of the above		

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Gender		Age Groups					Income Groups					Religion		
	Male	Female	18 to 24	25 to 29	30 to 34	35 to 39	40+	Less than \$266	\$266 to \$532	\$533 to \$1,065	\$1,066 to \$2,665	\$2,666+	Prefer not to say/Don't know	Islam	Other
2586	1661	925	576	741	575	272	422	453	502	466	391	296	478	2278	90
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG5] And which of these ball sports events or competitions do you follow on a regular basis (during the event/competition)?

- Tennis: Grand Slam tournaments (Wimbledon / Australian Open / French Open / US Open) 11
- Basketball: NBA 7
- Basketball: FIBA World Championship 5
- Tennis: ATP World Tour Masters 1000
- Volleyball: FIVB World League
- American Football: NFL
- Rugby Union: World Cup
- Cricket: World cup
- Golf: Major championships (Masters / US Open / The Open Championship / PGA Championship)
- American Football: Super Bowl
- Rugby League: World Cup
- Rugby Union: Six Nations
- Baseball: Major League Baseball
- Baseball: World series
- Cricket: Test cricket
- None of the above

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Country of Residence																	Region			
	Algeria	Bahrain	Egypt	Iraq	Jordan	Kuwait	Lebanon	Libya	Morocco	Oman	Palestine	Qatar	KSA	Syria	Tunisia	UAE	Yemen	GCC	Levant	North Africa (excluding Egypt)	Egypt
2586																		1317	538	176	555
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG6] Finally, which of these sports events or competitions do you follow on a regular basis (during the event/competition)?

Summer Olympic Games	16					25															
Athletics: IAAF World Championships	12								34												
Motorsports: Formula One World Championship	11							22						14		15					
Winter Olympic Games						15															
Swimming: FINA World Championships																					
Horse Racing: Dubai World Cup																					
Motorsports: Moto GP																					
Athletics: International Triathlon World Cup																					
Horse Racing: Grand National																					
Motorsports: Superbike World Championship																					
Athletics: Commonwealth Games																					
Cycling: Tour de France																					
World Snooker Championships																					
Powerboating: F1 World Championship																					
Extreme Sports: X Games																					
Sailing: Volvo Ocean Race																					
World Professional Darts Championships																					
None of the above																					

YouGov Siraj/SMG Insight Survey Results

Sample Size: 2,586
Fieldwork: 2nd to 11th March 2011



Base: All

Total	Gender		Age Groups					Income Groups					Religion		
	Male	Female	18 to 24	25 to 29	30 to 34	35 to 39	40+	Less than \$266	\$266 to \$532	\$533 to \$1,065	\$1,066 to \$2,665	\$2,666+	Prefer not to say/Don't know	Islam	Other
2586	1661	925	576	741	575	272	422	453	502	466	391	296	478	2278	90
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SMG6] Finally, which of these sports events or competitions do you follow on a regular basis (during the event/competition)?

Summer Olympic Games	16
Athletics: IAAF World Championships	12
Motorsports: Formula One World Championship	11
Winter Olympic Games	
Swimming: FINA World Championships	
Horse Racing: Dubai World Cup	
Motorsports: Moto GP	
Athletics: International Triathlon World Cup	
Horse Racing: Grand National	
Motorsports: Superbike World Championship	
Athletics: Commonwealth Games	
Cycling: Tour de France	
World Snooker Championships	
Powerboating: F1 World Championship	
Extreme Sports: X Games	
Sailing: Volvo Ocean Race	
World Professional Darts Championships	
None of the above	